

**Patent claims**

1. Vehicle pneumatic tire (1) comprising a radial ply casing (8), two sidewalls (2) and two bead areas (4) with bead cores (7) as well as core profiles (6), whereby the bead area (4) is reinforced in the circumferential direction of the vehicle pneumatic tire (1) with a bead reinforcement (5) made of tire cords (10), characterized in that the tire cord (10) is arranged directly in the bead area (5) without any embedding into a rubber strip.
2. Vehicle pneumatic tire according to claim 1, characterized in that the tire cord (10) lies against the core profile (6) in the form of a wound spiral (11).
3. Vehicle pneumatic tire according to claim 1 or 2, characterized in that the gradient angle of the spiral (11) is smaller in the radially inner area than in the radially outer area of the spiral (11).
4. Vehicle pneumatic tire according to one of claims 1 through 3, characterized in that the tire cord (10) lies against the core profile (6) in the form of wound ellipses (12).
5. Vehicle pneumatic tire according to one of claims 1 through 4, characterized in that the tire cord (10) lies against the core profile (6) in the form of a wound reel (13).
6. Vehicle pneumatic tire according to one of claims 1 through 5, characterized in that the tire cord (10) lies against the core profile (6) in a discontinuous manner in individual tire cord sections (14).
7. Vehicle pneumatic tire according to one of claims 1 through 6, characterized in that the tire cord sections (14) are arranged on the core profile (6) with regularly arranged gaps (15).

8. Vehicle pneumatic tire according to one of claims 1 through 7, characterized in that the tire cord sections (14) are arranged on the core profile (6) overlapping at the transitions.
9. Vehicle pneumatic tire according to one of claims 1 through 8, characterized in that the tire cord (10) is arranged on a fiber-reinforced rubber ply (9).
10. Vehicle pneumatic tire according to one of claims 1 through 9, characterized in that the bead reinforcement (5) is arranged in the bead area (4) between two casing plies.
11. Method for producing a pneumatic tire (1) with a bead reinforcement (5) with the following steps,
  - providing an annular core profile (6) with a bead core (7)
  - winding of a wire-shaped tire cord (10) forming the bead reinforcement (5)
  - arranging the core profile (6) with bead reinforcement (5) and bead core (7) on a conventional tire building drum
  - completing the pneumatic tire (1) according to a conventional tire construction process.